

Brian P. Vander Naald

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Appointments

Drake University	<i>Associate Professor of Economics</i>	2021 – Present
Drake University	<i>Assistant Professor of Economics</i>	2016 – 2021
University of Alaska Southeast	<i>Affiliate Faculty</i>	2016 – 2020
University of Alaska Southeast	<i>Assistant Professor of Economics</i>	2012 – 2016

Education

Ph.D. Economics, 2012	<i>University of Oregon, Eugene, OR</i>
M.A. Economics, 2007	<i>The University of Montana, Missoula, MT</i>
B.A. Mathematics, 2003	<i>Miami University, Oxford, OH</i>

Peer-Reviewed Journal Articles

“Heterogeneity in Choice Experiment Data: A Bayesian Investigation” - *Journal of Choice Modelling* 46(100398), 2023 (with Lendie Follett)

“A Tale of Two Samples: Understanding WTP Differences in the Age of Social Media” - *Ecosystem Services* 55(101420), 2022 (with Sonja H. Kolstoe and Alison C. Cohan)

“Single-tree salvage logging as a response to Alaska yellow-cedar climate-induced mortality maintains ecological integrity with limited economic returns” *Forest Ecology and Management* 503:119815, 2022 (with Sarah M Bisbing, Brian J. Buma, and Alison L. Bidlack)

“Explaining Variability in Tourist Preferences: A Bayesian Model Well Suited to Small Samples” *Tourism Management* 78: 104067, 2020 (with Lendie Follett)

“Examining Tourist Preferences to Slow Glacier Loss: Evidence from Alaska,” *Tourism Recreation Research* 45(1), 2020

“Public Perception and Valuation of Long-term Ecological Monitoring” *Ecosphere* 10(10):e02875, 2019 (with Christopher J. Sergeant and Anne H. Beaudreau)

“Payment Vehicles for Public Goods: Evidence from California’s Proposition 21,” *Land Economics* 93(1), 2017 (with Trudy Ann Cameron)

“Willingness to Pay for Other Species’ Well-Being,” *Ecological Economics* 70(7), 2011 (with Trudy Ann Cameron)

Conference Proceedings

“Big Game License Fees - Seeking Price Optimization Equity” - published in the Atlantic Marketing Association Proceedings (with Chip Miller)

Working Papers

“Tourists’ Willingness to Pay to See Otters in the North Pacific: Evidence from Alaska.” (with Heidi Pearson)

“Not Just a Random Forest: Using Bayesian Additive Regression Trees to Estimate Willingness to Pay to Protect Critical Habitat.” (with Lendie Follett and Sonja Kolstoe)

Reports

“Yellow-Cedar Salvage Logging in Southeast Alaska: Case studies reveal large variation in producer efficiency and profitability,” A Report for A characterization of the specialty wood products market in Southeast Alaska, 2019 (with Allison Bidlack, Sarah Bisbing, and Brian Buma). Available from: <https://acrc.alaska.edu/docs/Yellow-cedar-salvage-report.pdf>

Works in Progress

“Position-dependent attribute order and attribute non-attendance effects in the presence of charismatic and non-charismatic birds” (with Sonja Kolstoe)

“Big Game License Fees - Seeking Price Optimization Equity” (with Chip Miller)

Conference and Workshop Presentations

2025 Association of Environmental and Resource Economists Annual Summer Conference, Santa Ana Pueblo, NM

2024 Southern Economics Association Annual Meeting, Washington, D.C.; Midwestern Economics Association Annual Meeting, Chicago, IL; w-5133: Economic Valuation and Management of Natural Resources on Public and Private Lands Annual Meeting, Fort Collins, CO

2023 Southern Economics Association Annual Meeting, New Orleans, LA; Midwestern Economics Association Annual Meeting, Cleveland, OH; w-5133: Economic Valuation and Management of Natural Resources on Public and Private Lands Annual Meeting, New Orleans, LA

2022 Southern Economics Association Annual Meeting, Ft. Lauderdale, FL; w-4133: Benefits and Costs of Natural Resources Policies Affecting Public and Private Lands Annual Meeting, Hood River, OR; Midwestern Economics Association Annual Meeting, Minneapolis, MN

- 2021 Southern Economics Association Annual Meeting, Houston, TX; Economics Brownbag, Drake University (virtual, November); w-4133: Benefits and Costs of Natural Resources Policies Affecting Public and Private Lands Annual Meeting, virtual (February)
- 2020 Southern Economics Association Annual Meeting, virtual (November); Economics Brownbag, Drake University (November); Economics Brownbag, Drake University (March); w-4133: Benefits and Costs of Natural Resources Policies Affecting Public and Private Lands Annual Meeting, Athens, GA
- 2019 Southern Economics Association Annual Meeting, Ft. Lauderdale, FL; Midwestern Economics Association Annual Meeting, St. Louis, MO; w-4133: Benefits and Costs of Natural Resources Policies Affecting Public and Private Lands Annual Meeting, Santa Fe, NM
- 2018 Southern Economics Association Annual Meeting, Washington, D.C.; Midwestern Economics Association Annual Meeting, Evanston, IL
- 2017 Southern Economics Association Annual Meeting, Tampa, FL.; 9th Annual Global Health Conference, Drake University; Economics Brownbag, Drake University (October); CBPA Research Colloquium (Fall), Drake University; Economics Brownbag, Drake University (March)
- 2016 Southern Economics Association Annual Meeting, Washington, D.C.; Drake University, Des Moines, IA; Salisbury University, Salisbury, MD
- 2015 Southern Economics Association Annual Meeting, New Orleans, LA; University of Alaska Fairbanks Juneau Fisheries Seminar, Juneau, AK; W-3133: Benefits and Costs of Natural Resources Policies Affecting Public and Private Lands Annual Meeting, Pensacola Beach, FL
- 2014 American Fisheries Society, Alaska Chapter, Juneau, AK; Alaska EPSCoR Workshop on Choice Experiments & Choice Processes, Anchorage, AK; Society for Applied Anthropology Annual Meeting, Albuquerque, NM
- 2013 Southern Economics Association Annual Meeting, Tampa, FL; Western Economics Association Annual Meeting, Seattle, WA; Association of Environmental and Resource Economists Annual Summer Conference, Banff, AB, Canada; University of Alaska Fairbanks Juneau Fisheries Seminar, Juneau, AK
- 2012 University of Alaska Southeast, Juneau, AK; Southern Economics Association Annual Meeting, New Orleans, LA; 13th Occasional California Workshop on Environmental and Resource Economics, Santa Barbara, CA
- 2011 Southern Economics Association Annual Meeting, Washington, D.C.; Heartland Environmental and Resource Economics Workshop, Urbana-Champaign, Illinois; Oregon Resource and Environmental Economics Workshop, Salem, OR; Innovation & Entrepreneurship Research Workshop, Eugene, OR; W-2133: Benefits and Costs of Natural Resources Policies Affecting Public and Private Lands Annual Meeting, Albuquerque, NM
- 2010 Oregon Resource and Environmental Economics Workshop, Salem, OR

Teaching Experience

Drake University

Environmental Economics in Spain (Sevilla, Spain) [Spring 2025]
Business Communications and Tourism Analysis (Costa Rica) [January 2024]
Business Communications and Tourism Analysis (New Zealand) [January 2023, January 2025]
Environmental and Natural Resource Economics
Public Economics
Principles of Microeconomics

University of Alaska Southeast

Ecological Economics
Environmental and Natural Resource Economics
Interdisciplinary Perspectives on Climate Change
Labor Market Issues
Introduction to Econometrics
Intermediate Microeconomic Theory
Principles of Microeconomics
Principles of Macroeconomics
Introduction to Economics

University of Oregon

Environmental and Natural Resource Economics
Intermediate Microeconomic Theory
Labor Market Issues
Principles of Microeconomics

Honors and Awards

Summer Research Activity Grant, Zimpleman (\$5000; 2023)
Summer Research Activity Grant, CBPA (\$5000; 2022)
Undergraduate Teacher of the Year Award, CBPA (2022)
Social Impact Research Award, CBPA (\$1000; 2022)
The Nelson Institute, Co-PI with Dian Nostikasari and Peter Levi (\$30,000; 2020-2022)
The Nature Conservancy, Co-PI with Sonja Kolstoe (\$25,000; 2019-2020)
Noble Eagle Faculty Development Award, Co-PI with Heath Henderson (\$3,000; 2018)
Drake University Undergraduate Assistantship Award (\$1,650; 2017-2018)
Polk County Conservation (\$38,232; 2017-2019)
NSF Coastal SEES, Co-PI with Heidi C. Pearson (\$479,116; 2016-2020)
USFS, Co-PI with Allison Bidlack & Clarence Clark (\$173,000; 2015-2016)
USFS, Co-PI with Allison Bidlack & Dave D'Amore (\$50,000; 2013-2014)
Graduate Teaching Fellowship, University of Oregon, 2007-2012
Mikesell Prize, Best Paper in Environmental Economics, University of Oregon, June 2011
Outstanding GTF Teaching Award, University of Oregon, June 2011
Martin & Rhoda Farris Scholarship, University of Montana, 2007
Teaching Assistantship Award, University of Montana, 2005-2007

Professional Activities

Referee

The Journal of Agricultural and Resource Economics

Tourism Management

Annals of Tourism Research

Ecosystem Services

Land Economics (4)

Conservation Letters

Canadian Journal of Agricultural Economics

Marine Resource Economics (2)

Journal of Cultural Economics

Tourism Recreation Research (2)

Applied Economic Perspectives & Policy

International Journal of Environmental Research and Public Health

Ecosystem Services

Conference Organization

Organized 25-30 sessions for The Association of Environmental and Resource Economists at the Southern Economic Association Annual Meeting (2023-2025)

Professional Affiliations

The Association of Environmental and Resource Economists

Southern Economic Association